

ECONOMIC PROFILE

City of Franklin, WI

Population

<u>Year</u>	<u>Number</u>	<u>Percent Change</u>
1980	16,871	--
1990	21,855	29.5
2000	29,494	35.0
January 2001*	30,199	2.4

Source: U.S. Bureau of the Census, Wisconsin Department of Administration, and SEWRPC.

*City of Franklin data

Housing

<u>Year</u>	<u>Total Households</u>	<u>Percent Change</u>
1980	5,360	--
1990	7,753	44.6
2000	10,602	36.7

Unit Information: 2000

Total Units.....	10,936
Owner Occupied.....	8,313
Renter Occupied.....	2,289
Vacancy Rate.....	6.0%

Units Authorized by Building Permits: 2000

Total Units.....	424
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Source: U.S. Bureau of the Census and SEWRPC.

Income

1999 Per Capita Personal Income

Milwaukee County.....	\$28,681
Southeastern Wisconsin Region.....	30,747
Wisconsin.....	27,370

Source: U.S. Bureau of the Census and SEWRPC.

Media

Local Newspapers

- Franklin Hub, Weekly
- Milwaukee Journal-Sentinel, Daily

Taxes

Local Property Taxes, 2001

--Assessment Ratio: 0.9451

--Net Rate/\$1000:

Franklin School District in MMSD:	\$30.34
Franklin School District not in MMSD:	\$28.56
Oak Creek School District in MMSD:	\$25.79
Oak Creek School District not in MMSD:	\$24.01
Whitnall School District in MMSD:	\$28.36

--Total Equalized Value: \$2,043,211,570

Source: Wisconsin Department of Revenue and the City of Franklin.

Transportation

Highways

- Interstate Highway 94 located immediately east of the City; Interstate 43 located immediately north
- United States Highways 41 and 45
- State Trunk Highways 36 and 100
- County Trunk Highways A, H, J, U, BB, MM, OO, and ZZ

Trucking

- 406 trucking and warehousing establishments located in Milwaukee County

Air Service

- General Mitchell International Airport, located eight miles northeast of Franklin
- John H. Batten Field, located 10 miles southeast of Franklin
- Chicago's O'Hare International Airport, located 70 miles south of Franklin

Water Transportation Facilities

- Port of Milwaukee located 12 miles northeast, with direct freeway connections to the City

Public Transit

- Northern portion of the City is served by one freeway flyer bus route, and one shuttle bus route operated by the Milwaukee County Transit System including service to the Franklin Business/Industrial Park
- Specialized transportation service available to the elderly and persons with disabilities through two special Milwaukee County Public Transit programs

Railway Service

- Accessible in nearby Oak Creek via the Canadian Pacific Railway and the Union Pacific Railroad

Financial

Bank One
7100 S. 76th Street
(414) 425-3713

Guaranty Bank
7201 S. 76th Street
(414) 362-4850

Firststar Bank
9109 W. Drexel Avenue
(414) 427-3000

Pyramax Bank
9000 W. Drexel Avenue
(414) 425-9000

Franklin State Bank
7000 S. 76th Street
(414) 529-2252

TCF National Bank
6525 S. 27th Street
(414) 352-6845

Government Services

The City of Franklin has a mayor/council form of government, with an appointed Administrator.

Police and Fire

Police Department: 67 full-time personnel

Fire Department 43 full-time firefighters, of which 15 are paramedics and 6 paid on-call firefighters

Other

The City of Franklin provides standard services such as street maintenance, snow removal, street lighting, trash pick-up, recycling facilities, and a public library.

Labor and Wages

MILWAUKEE COUNTY EMPLOYMENT: 2000 MONTHLY AVERAGE*

Employment by Industry	Number of Persons Employed	Percent of Persons Employed
Agriculture, Forestry, and Fishing.....	1,848	0.4
Construction.....	13,900	2.6
Manufacturing.....	88,236	16.7
Transportation and Public Utilities.....	29,738	5.6
Wholesale Trade.....	24,960	4.7
Retail Trade.....	79,951	15.1
Finance, Insurance, and Real Estate...	39,883	7.5
Services.....	191,212	36.2
Government.....	59,140	11.2
Unknown Industry Division.....	55	0.0
Total.....	528,923	100.0

MEDIAN HOURLY WAGES FOR SELECTED OCCUPATIONS: 1999

Occupational Category	Milwaukee MSA*
Management, Professional and Related Occupations.....	\$19.65
Service Occupations.....	9.93
Sales and Office Occupations.....	13.34
Natural Resources, Construction and Maintenance Occupations.....	16.88
Production, Transportation and Material Moving Occupations.....	12.94

* Wage rates are for Milwaukee, WI MSA which includes Milwaukee, Ozaukee, Washington, and Waukesha Counties, and may vary in specific locations within the four-county area.

Source: Wisconsin Department of Workforce Development and SEWRPC.

PROJECTED EMPLOYMENT: 2005**

Employment by Industry	Number of Persons Employed	Percent of Persons Employed
Agriculture, Forestry, and Fishing.....	3,500	0.4
Construction.....	30,100	3.5
Manufacturing.....	158,700	18.2
Transportation and Communication.....	42,300	4.9
Trade.....	190,400	21.9
Finance, Insurance, and Real Estate...	63,800	7.3
Services.....	288,200	33.1
Government.....	94,300	10.8
Total.....	871,300	100.0

* Not included: Self-employed, unpaid family workers, and private household workers.

** Projections are for Milwaukee, Washington, Ozaukee, and Waukesha Counties.

Source: Wisconsin Department of Workforce Development and SEWRPC.

MILWAUKEE COUNTY CIVILIAN LABOR FORCE: MARCH 2001

Total Civilian Labor Force.....	487,967
Employed Civilian Labor Force.....	463,990
Unemployed Civilian Labor Force.....	23,977

Source: Wisconsin Department of Workforce Development and SEWRPC.

Major Franklin Private-Sector Employers

MANUFACTURING

Fabricated Metal Products

ChromeTech of Wisconsin, Inc.
Electronic Cable Specialists
Excel Tool & Fabrication, Inc.
Gain Industries, Inc.
General Automotive Manufacturing LLC
The Howard G. Hinz Company, Inc.
Ideal Parts, Inc.

Chemicals and Allied Products

American Building Restoration Products, Inc.
Carma Laboratories Ind.
Dash Medical Gloves, Inc.
Midwest Sign & Screen Printing Supply Co.

Primary Metal Industries

Midland Metal Treating, Inc.
W.J. Butzen Roofing & Sheet Metal

Stone, Clay, and Glass Products

All-Glass Aquarium Company

Machinery Except Electrical

A & C Pattern Inc.
Custom Mold Engineering
Krones, Inc.
Hypneumat, Inc.
NOVA Industries, Inc.
Tree Machine Tool Company, Inc.

Food and Kindred Products

Strauss Veal, Inc.
Baptista's Bakery, Inc.

Lumber and Wood Products

B.T.L. Pallet Corp.
Creative Wood Products, Inc.
Woodmill Products, Inc.

Rubber and Misc. Plastics Products

Broker Manufacturing Company
EMP of Franklin, Inc.
Vesta, Inc.

Apparel and Other Textile Products

Crown Prince

SERVICES

Amusement and Recreation

Altius Gymnastics Academy
Crystal Ridge Ski Area
Midwest Twisters Gymnastics Academy
Tuckaway Country Club
Next Step Dance Studio

Educational

Oakwood Discovery Stage, Inc.

Distribution

Harley-Davidson Motor Co.
Distribution Center

Source: 2000 Classified Directory of Wisconsin Manufacturers, 1998 Wisconsin Business Service Directory, the City of Franklin, and SEWRPC.

Education

The City of Franklin is served by the Franklin School District; the Oak Creek School District; and the Whitnall School District, which also serves adjacent areas in Milwaukee County.

Public High School Graduates: 2000

Total Graduates.....6,882
Average Graduation Rate.....92.8%

Source: Wisconsin Department of Public Instruction and SEWRPC.

Standardized Test Results:

Based upon the mean scores reported in nation, Wisconsin students scored highest on the American College Test (ACT) in the 1999-2000 school year.

1999-2000 Average ACT Scores

Franklin School District.....22.2
Oak Creek School District.....21.9
Whitnall School District.....23.0
Wisconsin.....22.2
United States.....21.0

Source: Wisconsin Department of Public Instruction and SEWRPC.

The following post-secondary educational facilities are located within Milwaukee County:

Colleges and Universities

Alverno College, City of Milwaukee
Cardinal Stritch College, City of Glendale
Columbia College of Nursing,
City of Milwaukee
Marquette University, City of Milwaukee
Medical College of Wisconsin, City of
Wauwatosa
Milwaukee Institute of Art & Design,
City of Milwaukee
Milwaukee School of Engineering,
City of Milwaukee
Mount Mary College, City of Milwaukee
University of Wisconsin-Milwaukee,
City of Milwaukee
Wisconsin Lutheran College, City of
Wauwatosa
Ottawa University, City of Brookfield

Technical and Vocational Schools

Milwaukee Area Technical College,
Oak Creek-South campus

Library

The City of Franklin Library is a member of the Milwaukee County Federated Library System.

Utilities

Electric Power

- Wisconsin Electric Power Company
Service Information: 1-800-242-9137

Water

- City of Franklin Water Utility
Source: Lake Michigan (via Oak Creek)
Pumping Capacity:
6.5 million gallons per day
Average Daily Consumption:
1.3 million gallons
Adequate Capacity for New Industry.
Rate Information: Engineering
Department-(414) 425-7510

Natural Gas

- Wisconsin Natural Gas Company
Business Service: 1-800-242-0007
Residential Service: 1-800-242-4035

Sanitary Sewerage

- Milwaukee Metropolitan Sewerage
District (MMSD)
South Shore Service Area
Average Annual Hydraulic Loading:
100 million gallons per day
Average Hydraulic Design Capacity:
250 million gallons per day
Rate Information:
Utility Manager-(414) 272-5100

Telephone

- Ameritech, Inc.
Business Service Information:
In State: 1-800-660-3000
Out of State: 1-800-447-7738

Solid Waste

- The City of Franklin contracts with private firms to collect municipal wastes from houses and condominiums. Apartment owners and commercial/industrial uses hire their own private contractors to collect their wastes.
General Information:
City Clerk-(414) 425-7500

Industrial Sites

Industrial Parks (December 2001) **Acres**

<u>Name</u>	<u>Total</u>	<u>Available</u>	<u>Contact Person</u>
City of Franklin Phase I and II Industrial Park	200	0	Stan Kosmatka, Director Economic Development (414) 425-8034
Franklin Business Park	420	94	Tony Bareta or Barry Chavin NAI/MLG Commercial (262) 797-9400

Source: The City of Franklin and SEWRPC.

Local Contacts

For industrial, commercial, and business information about the City of Franklin contact:

- Director of Economic Development
City of Franklin
9229 W. Loomis Road
Franklin, Wisconsin 53132
Telephone: (414) 425-8034
Facsimile: (414) 427-7527
- Mayor of the City of Franklin
9229 W. Loomis Road
Franklin, Wisconsin 53132
Telephone: (414) 425-7500
Facsimile: (414) 427-6428
- Wisconsin Electric Power Company
231 W. Michigan Street
Milwaukee, Wisconsin 53203
Telephone: (414) 221-3018
Facsimile: (414) 221-3853
- Southeastern Wisconsin Regional Planning
Commission
P.O. Box 1607
Waukesha, Wisconsin 53186-1607
Telephone: (262) 547-6721
- NAI/MLG Commercial
13400 Bishops Lane, Suite 100
Brookfield, Wisconsin 53005
Telephone: (262) 797-9400
Facsimile: (262) 797-8940
- Director of Administration
9229 W. Loomis Road
Franklin, Wisconsin 53132
Telephone: (414) 425-7500
Facsimile: (414) 427-6428
- Assistant City Engineer
9229 W. Loomis Road
Franklin, Wisconsin 53132
Telephone: (414) 425-7510
Facsimile: (414) 427-3106

This profile is one in a series of regional, county, and community profiles prepared by the Southeastern Wisconsin Regional Planning Commission in cooperation with the Wisconsin Electric Power Company as a community service.

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Health

Franklin is served by the St. Luke's Franklin Health Care Center and Rawson Medical Center. The Franklin Health Department, located at the Franklin City Hall, offers immunizations for all ages, health screenings, including blood pressure clinics, a school health program, communicable disease education and follow-up, and an environmental health program including restaurant inspection and a sharps/syringe collection site in the Health Department. In addition, the City of Franklin is served by the complete range of health facilities and health professionals offered by the County's 24 area hospitals and various immediate care centers. Of special interest is the Milwaukee Regional Medical Center, a voluntary consortium of private, nonprofit and government institutions dedicated to the delivery of health care, the education of health personnel, and the conduct of health-related research.

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